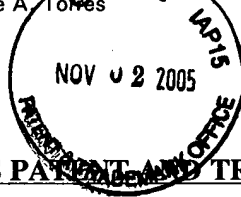


CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 31 October 2005

By: Laurie A. Jones
Laurie A. Jones



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.:	8185	:	Group Art Unit:	2611
Appln. No.:	09/205,119	:	Examiner:	Lonsberry, Hunter
Filing Date:	03 December 1998	:	Att'y. Docket No.:	T704-00
Title:	Advertisement Monitoring System			

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

Application No. 09/205,119

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

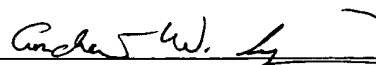
☐ The Commissioner is hereby authorized to charge Deposit Account No. _____ as noted below. A duplicate copy is enclosed:

☐ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of _____.

Application No. 09/205,119

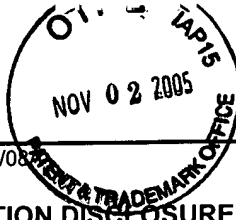
☐ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,



Andrew W. Spicer
Reg. No. 57,420
Technology, Patents and Licensing Inc.
6206 Kellers Church Road
Pipersville, PA 18947
(215) 766-2100

Date: 10/31/05



Form PTO/SB/08		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/205,119
		Filing Date	03 December 1998
		First Named Inventor	Eldering, Charles A.
		Group Art Unit	2611
		Examiner Name	Lonsberry, Hunter
Sheet	1	of	2
		Attorney Docket Number	T704-00

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
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	US5331544		Lu; Daozheng	07-1994
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	20010014868		Herz, Frederick	08-2001
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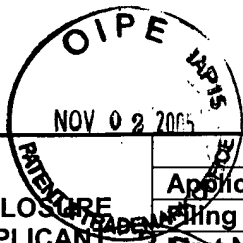
FOREIGN PATENT DOCUMENTS					
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY
	Country Code	Number	Kind Code (if known)		
	GB	2348530		ESTHER	10-2000
	WO	9966719		ZIGMOND	12-1999
	WO	0013434		DAUM	03-2000

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			T ₁
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.		
	ADFORCE CO., "The AdForce professional management team, composed of seasoned high technology and Internet executives, is unique in the field of Internet management.", 4 pgs., (March 27, 2000)		
	ADFORCE CO., "AdForce Strategic Partners", 3 pgs. (March 27, 2000)		
	WAYNE AMSBURY, "Data Structures From Arrays to Priority Queues", Wadsworth Publishing Co., 3 pgs. (1985)		
	FORTANET, "Netvertising: content-based subgeneric variations in a digital genre", IEEE Publication, vol. 2, Pgs. 87-96, (January 1998) 13 pgs.		
	CHANG, "'Goodies' in exchange for consumer information on the Internet: the economics and issues", IEEE Publication, vol. 4, Pgs. 533-542, (January 1998), 12 pgs.		

Examiner Signature		Date Considered	
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		Filing Date	03 December 1998		
		First Named Inventor	Eldering, Charles A.		
		Group Art Unit	2611		
		Examiner Name	Lonsberry, Hunter		
Sheet	2	of	2	Attorney Docket Number	T704-00

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	20030099812		Davis, Owen	07-2002
	09/807,887		Eldering, Charles	
	09/857,160		Eldering, Charles A.	
	11/196,774		Flickinger, Gregory	

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T ₁
	Country Code	Number	Kind Code (if known)			

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
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